

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the application:

**Listing of Claims:**

1. (currently amended) A method for conducting a first survey using a first interactive item selection system displayed on a viewing surface of a first television, and for conducting a second survey using a second interactive item selection system displayed on a viewing surface of a second television, comprising the steps of:

receiving or generating the first survey, wherein the first survey is associated with at least one of a product offered by a first entity to a user of the first interactive item selection system and a service performed by the first entity for the user of the first interactive item selection system;

receiving or generating the second survey, wherein the second survey is associated with at least one of a product offered by a second entity to a user of the second interactive item selection system and a service performed by the second entity for the user of the second interactive item selection system, wherein the first entity and the second entity are separate entities;

storing the first survey and the second survey;

displaying a particular item of the first interactive item selection system on the viewing surface of the first television, wherein the particular item is associated with the first survey;

displaying a further item of the second interactive item selection system on the viewing surface of the second television, wherein the further item is associated with the

second survey;

receiving an electronic request for the first survey when the user of the first

interactive item selection system selects the particular item;

receiving an electronic request for the second survey when the user of the second

interactive item selection system selects the further item;

displaying at least one portion of the first survey, comprising at least one question to the user, on the viewing surface of the first television after receiving the electronic request for the first survey;

displaying at least one portion of the second survey, comprising at least one question to the user, on the viewing surface of the second television after receiving the electronic request for the second survey;

receiving an electronic response to the first survey from the user of the first interactive item selection system;

receiving an electronic response to the second survey from the user of the second interactive item selection system; and

storing the response to the first survey and the response to the second survey in a particular database.

2. (original) The method of claim 1, wherein the step of receiving or generating the first survey includes the step of receiving the first survey from a first hotel or generating the first survey for the first hotel, and wherein the step of receiving or generating the second survey includes the step of receiving the second survey from a second hotel or generating the second survey for the second hotel.

3. (original) The method of claim 1, wherein the step of displaying the

at least one portion of the first survey on the viewing surface of the first television includes the step of transmitting the first survey from a central web server to a first processor, wherein the first processor is coupled to the central web server and the first television.

4. (original) The method of claim 3, wherein the step of displaying the at least one portion of the second survey on the viewing surface of the second television includes the step of transmitting the second survey from the central web server to a second processor, wherein the second processor is coupled to the central web server and the second television.

5. (original) The method of claim 4, wherein the step of transmitting the first survey from the central web server to the first processor includes the step of transmitting the first survey in a Hypertext Mark-up Language format, and wherein the step of transmitting the second survey from the central web server to the second processor includes the step of transmitting the second survey in the Hypertext Mark-up Language format.

6. (original) The method of claim 1, wherein the step of receiving the electronic response to the first survey includes the step of transmitting a particular message to a representative of the first entity when at least one portion of the electronic response to the first survey corresponds to a particular predetermined response.

7. (original) The method of claim 6, wherein the step of receiving the electronic response to the second survey includes the step of transmitting a further message to a representative of the second entity when at least one portion of the electronic response to the second survey corresponds to a further predetermined response.

8. (previously presented) The method of claim 4, wherein the first survey and the second survey are stored in a further database, the central web server includes the particular database, and the further database is located remote from the central web server and the processor.

9. (original) The method of claim 1, wherein the first survey includes a first plurality of questions and the second survey includes a second plurality of questions, wherein the first plurality of questions and the second plurality of questions are substantially the same questions.

10. (currently amended) A system for conducting a survey using an interactive item selection system displayed on a viewing surface of a television, comprising:

means for storing the survey in an electronic format, wherein the survey is associated with at least one of a product offered by a particular entity to a user of the interactive item selection system and a service performed by the particular entity for the user of the interactive item selection system; and

a central web server coupled to the means for storing and configured to:

receive an electronic request for the survey from the user via a processor when the user selects a particular item of the item selection system, wherein the processor is coupled to the central web server and the television, the processor is located remote from the central web server, and the particular item is associated with the survey;

transmit the survey to the processor after receiving the electronic request, wherein the processor is configured to display at least one portion of the survey, comprising at least one question to the user, on the viewing surface of the television after

receiving the survey; and

receive an electronic response to the survey from the user of the interactive item selection system via the processor.

11. (original) The system of claim 10, further comprising means for storing the electronic response in the electronic format.

12. (original) The system of claim 10, wherein the particular entity is a hotel, and the user is one of a guest of the hotel and an employee of the hotel.

13. (original) The system of claim 10, further comprising:  
at least one server, wherein the at least one server is coupled to the central web server and the processor, such that the central web server is coupled to the processor via the at least one server.

14. (original) The system of claim 10, wherein the processor is located remote from the television.

15. (original) The system of claim 10, wherein the central web server is configured to transmit the survey to the processor in a Hypertext Mark-up Language format.

16. (original) The system of claim 10, further comprising means for transmitting a particular message to a representative of the particular entity when at least one portion of the electronic response to the survey corresponds to a predetermined response.

17. (currently amended) A system for conducting a first survey using a first interactive item selection system displayed on a viewing surface of a first television, and for conducting a second survey using a second interactive item selection

system displayed on a viewing surface of a second television, comprising:

means for storing the first survey and the second survey in an electronic format, wherein the first survey is associated with at least one of a product offered by a first entity to a user of the first interactive item selection system and a service performed by the first entity for the user of the first interactive item selection system, wherein the second survey is associated with at least one of a product offered by a second entity to a user of the second interactive item selection system and a service performed by the second entity for the user of the second interactive item selection system, and wherein the first entity and the second entity are separate entities; and

a central web server coupled to the means for storing and configured to:

receive an electronic request for the first survey from the user of the first interactive item selection system via a first processor when the user selects a particular item of the first item selection system, wherein the first processor is coupled to the central web server and the first television, the particular item is associated with the first survey, and the first processor is located remote from the central web server;

receive an electronic request for the second survey from the user of the second interactive item selection system via a second processor when the user selects a further item of the second item selection system, wherein the second processor is coupled to the central web server and the second television, the further item is associated with the second survey, and the second processor is located remote from the central web server and the first processor;

transmit the first survey to the first processor after receiving the electronic request for the first survey, wherein the first processor is configured to display at least

one portion of the first survey, comprising at least one question to the user, on the viewing surface of the first television;

transmit the second survey to the second processor after receiving the electronic request for the second survey, wherein the second processor is configured to display at least one portion of the second survey, comprising at least one question to the user, on the viewing surface of the second television;

receive an electronic response to the first survey from the user of the first interactive item selection system via the first processor; and

receive an electronic response to the second survey from the user of the second interactive item selection system via the second processor.